



DISTRICT OF COLUMBIA HOUSING FINANCE AGENCY
815 Florida Avenue, N.W., Washington, D.C. 20001-3017
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**Request for Proposals (“RFP”) for the Production of the
District of Columbia Housing Finance Agency’s
2008 Annual Report**

Date of Issuance:	Friday, October 24, 2008
Submission Deadline:	Monday, November 10, 2008 at 5 p.m. EST
Point of Contact:	Terri J. Copeland, Public Relations Manager 202-777-1650 or tcopeland@dchfa.org

The District of Columbia Housing Finance Agency (the "Agency") requests proposals for the full production (graphic design, photography and printing services) of its 2008 Annual Report. The printed reports should include an attachable, fully-labeled and protected CD-ROM containing a full-color Adobe PDF version of the Annual Report as well as an Adobe PDF file of the District of Columbia Housing Finance Agency Financial Statements with Independent Auditor’s Report Years Ended September 30, 2008 and 2007 (to be supplied by the Agency).

The information and instructions set forth below are designed to solicit responses that will demonstrate your company’s capability, approach, and commitment to satisfying the Agency’s requirements. Each firm is cautioned to submit its most competitive offer.

**SECTION I
AGENCY BACKGROUND**

The Agency was established in 1979 pursuant to the District of Columbia Housing Finance Agency Act, as amended (D.C. Official Code Section 42-2701.01 *et seq.*), to increase the supply of affordable housing in the District of Columbia through the issuance of revenue bonds, notes and other obligations. The Agency is a corporate body with a legal existence separate and apart from the District of Columbia (the “District”). The Agency is self-sustaining and its budget, finances, procurement, operations and personnel system are independent of the District government.

The Agency's bond program includes but is not limited to (i) single-family mortgage revenue bonds for acquisition, refinancing, and rehabilitation, (ii) multi-family mortgage revenue bonds for acquisition, construction and rehabilitation, and (iii) 4% low-income housing tax credits.

The Agency also operates programs that include down payment and closing cost assistance, pre-development loans, construction monitoring services and a wide range of other technical assistance services that are available to prospective homeowners, developers and to residents of the Washington, D.C. Metropolitan Area at large.

SECTION II AGENCY OBJECTIVE

The Agency seeks the creative design, layout and production of an approximately 20-24 page printed Annual Report depicting the Agency's accomplishments, challenges and future projects. The report will include text (to be supplied by the Agency), photographs, illustrations, and the Independent Auditor's Letter and Condensed Financial Statements from the Agency's 2008 Financial Audit.

The printed version should include a way to attach the CD-ROM to it such that a reader is aware that this version exists, even if it has become separated. One thousand (1,000) copies of each media are required.

The Agency specifically reserves the right to reject any or all proposals, to waive any formal proposal requirements, to extend the response period, to investigate the qualifications and experience of any responding party, to reject any provision in any proposal, to obtain new proposals, to select one or more firms for all or part of the requested services, to negotiate the requested services, to contract with any responding firm or to proceed otherwise. The Agency will select the best qualified firm based on the criteria set forth herein.

The deadline for submission of responses is by 5:00 pm EST, Monday, November 10, 2008. Responses must be received at 815 Florida Avenue, N.W., Washington, D.C. 20001 on or before the deadline.

SECTION III SCOPE OF WORK

Design, Layout, and Production of Printed and PDF CD-ROM Versions

The materials and services listed below will be provided by the Agency. Respondents should include in their proposed schedules, the dates, where appropriate, by which these materials and services are to be provided in order to maintain proposed project deadlines.

1. The Agency will designate its Public Relations Manager as the Agency's single point of contact ("SPC") to work closely with the Contractor's front-line staff.
2. Regular communication with the SPC in person, by telephone (voice or fax), or by electronic mail as necessary.
3. The Agency will supply Copy (narrative) to contractor via an e-mail attachment and in plaintext format.
4. Approval or revisions of layouts, mechanicals, and blueines.
5. A PDF file of the District of Columbia Housing Finance Agency Financial Statements with Independent Auditor's Report Years Ended September 30, 2008 and 2007.
6. Any photographs or line art available from the Agency's files and/or industry contacts.

The contractor shall perform the following tasks, exercising quality control throughout the project.

1. After execution of a contract by both parties, the contractor's project director and other appropriate staff will meet at the Agency with the Agency's project staff to discuss issues related to the layout, design and production of the report.
2. The contractor will be responsible for providing creative input and design in consultation with SPC; additionally, the contractor will provide layout, paste-up, typesetting, art supplies, photographs, final production and delivery of 1000 copies of the printed Annual Report w/ CD-ROM attached.
3. The contractor will identify and manage all graphic design, photography, and printing services personnel and/or subcontractor(s) needed to complete all aspects of the Annual Report.
4. During the period of performance, the contractor's project director or other designated staff shall consult with the Agency's SPC in person, by telephone (voice or fax), or by electronic mail as necessary for timely discussion of progress and any unforeseen problems that may arise in the performance of the work described in this Scope of Work.
5. The contractor will supply royalty-free photos and artwork as necessary; obtain the Agency's approval before their use; and provide the Agency written documentation of rights or permissions pertaining to each item used, if legally required.
6. The contractor will supply the Agency with two (2) draft versions of layout, final layout, mechanicals, and two (2) bluelines.
7. In its printed form, the Annual Report will be approximately 20-24 pages long, of which 16-20 pages will be a combination of commentary, narrative, photos and artwork and 4 pages will be the Independent Auditor's Letter and the Condensed Financial Statements.
8. In its electronic form, the CD-Rom will include a PDF file of the full-color Annual Report and a PDF file of District of Columbia Housing Finance Agency Financial Statements with Independent Auditor's Report Years Ended September 30, 2008 and 2007.
9. The contractor shall produce, and deliver to the Agency, a CD-ROM(s) that contains all source files and production elements of the completed report, including all photographs taken during the development process.
10. The contractor shall convey to the Agency, in perpetuity, exclusive property rights of all Annual Report materials.

SECTION IV SUBMISSION REQUIREMENTS

Content of Proposal

Please provide complete responses to the following:

A. Background

The background section should include, but is not limited to, the date established; principals of the firm; location of headquarters and satellite offices; and number of employees. The same information should be provided for any subcontractor whose services will contribute Five-Thousand Dollars (\$5,000.00) or more to the total project cost.

B. Management Approach

The management approach section must state, comprehensively, the overall plan for carrying out the project, including, but not limited to, materials, equipment and processes (inks, proofs, stock, separations etc.) to be used; specific tasks to be outsourced, subcontractor(s) to be used, if any; past partnerships with said subcontractor(s); fee-sharing arrangement(s); procedures for ensuring timeliness, cost-effectiveness and high quality of product.

C. Project Timeline

This section should provide a proposed timeline for completing the project, setting out specific dates for at least the following checkpoints and deadlines (contractor may propose to change the sequence of these events as necessary):

- 1) Initial design meeting with Agency staff
- 2) Submit 3 design concepts to Agency for review
- 3) Agency selection of single design concept
- 4) First draft of Copy/Narrative (to be supplied by Agency)
- 5) Photography shoots
- 6) Photographs completed and proofs provided to Agency for selection
- 7) Agency selects photos for layout
- 8) First layout to Agency for selection/approval
- 9) Second draft of Copy/Narrative
- 10) Second layout to Agency for inspection/approval
- 11) Final layout (incorporating all final Copy) to Agency for inspection/approval
- 12) Mechanicals to Agency for inspection/approval
- 13) Approval/corrections of mechanicals from Agency to Designer
- 14) Mechanicals to Printer
- 15) First blueline (inspected/corrected by designer) to Agency for inspection/approval
- 16) First blueline returned to Printer by Designer with corrections or approval
- 17) Final blueline (inspected by Designer) to Agency for approval
- 18) Final blueline returned to Printer by Designer with approval
- 19) CD-ROM Master Copy delivered to Agency for inspection/approval
- 20) CD-ROM Master Copy returned to Designer
- 21) CD-ROM Master Copy submitted for mass production
- 22) A total of 1000 copies of the printed booklets w/ CD-ROM attached delivered to Agency
- 23) PDF Files and all source files delivered to Agency on CD-ROM

D. Statement of Expertise and Experience

Provide a detailed statement of contractor and subcontractor(s) capabilities and qualifications. Include with your submission, at least 2 hardcopy samples of comparable publications produced by your firm (samples will not be returned).

E. Personnel and Staffing

Identify all personnel who will be assigned to the Agency project. Indicate their assigned task(s) and include a resume or comparable information for each such person, indicating their qualifications and experience.

F. Cost Estimate

Outline in detail the estimated fees and costs you associate with providing all services required and stated herein. Costs are to be paid only upon invoicing the Agency for reimbursement in accordance with the provisions of an executed services contract.

G. References

Provide a minimum of three recent references i.e. within the past 3 years. Include contact person's name, address, telephone number, e-mail address and fax number. Provide a URL to the project completed for each reference, if available. These may be (but don't have to be) the same as the hardcopy samples required under the Statement of Expertise section above.

H. Supplemental Information

1. Organizational documents (e.g., Articles of Incorporation, By-laws, etc.).
2. Certificate(s) of Good Standing from home jurisdiction and the District of Columbia. Each must be dated after the date of publication of this RFP.
3. Dun & Bradstreet report and rating

I. Actual or Potential Conflicts of Interest

1. All bidders are subject to applicable Federal, District and Agency conflict of interest laws, regulations and guidelines. Failure to comply with any such laws, regulations or guidelines will result in your proposal being rejected.
2. State whether you or your firm or any individual within your firm represents any clients or interests or has a personal interest whether that interest is financial or otherwise which may create or creates an actual or potential conflict in the performance of services for the Agency.
3. Please include in your proposal a statement to the effect that at the time your firm is selected by the Agency, any facts which are known or come to light which create an actual or potential conflict will be fully disclosed in writing to the Agency.

J. Local Small and Disadvantaged Firm or Individuals/Joint Venture Relationships

1. The Agency strongly encourages the participation of District of Columbia Certified Business Enterprises as certified under the authority of the District of Columbia Department of Small and Local Business Development (DSLBD) located at www.dslbd.dc.gov.
2. Points will be granted for DSLDB status.

Firms may respond as joint ventures. If a joint venture arrangement has been entered into for purposes of responding to this request, include the following information in your proposal:

1. The nature of the joint venture agreement and the amount of work to be performed by each firm. Please state the specific tasks for which each firm will be primarily responsible;
2. Identify the person who will have primary responsibility for overall or primary coordination with Agency Staff; and
3. The fee-sharing agreement between the firms.

The Agency encourages established firms or individuals to joint venture, where necessary to fully respond to this RFP; additionally, the Agency encourages established firms or individuals to joint venture with small, minority and women owned firms where opportunities permit. However, the submission of a joint venture proposal does not in any way prohibit the Agency from selecting one or more firms based on each firm's demonstrated expertise, cost-efficiencies and needs of the Agency.

In the case of a pre-established relationship, each firm must be qualified to perform its work with the highest level of skill and diligence required to fulfill responsibilities owed to the Agency.

SECTION V SELECTION CRITERIA

The Agency will review each proposal to determine which, if any, satisfies the scope of services provided in this RFP.

Proposal Evaluation Method

An evaluation system based on the point scale below will be utilized to assess the proposals

1. Past Related Experience, Performance, Quality of Work and Reference Checks (35 points)
2. Team Qualifications (30 points)
3. DSLBD CBE certification (5 points)
4. Costs to Agency (20 points)
5. Proposed Timeline / Schedule to Complete (10 points)

SECTION VI ADDITIONAL PROVISIONS

1. The Agency reserves the right: (i) to amend, modify or withdraw this RFP; (ii) to revise any requirements of this RFP; (iii) to require supplemental statements or information from any responding party; (iv) to accept or reject any or all proposals; (v) to extend the deadline for submission of responses; (vi) to negotiate or hold discussions with any bidder; (vii) to correct deficiencies which do not completely conform to the instructions; and (viii) to cancel, in whole or in part, this RFP, if the Agency deems it in its best interest to do so. The Agency may exercise the foregoing rights at any time without notice and without liability to any bidder or any other party for

its expenses incurred in the preparation of proposals or otherwise. Proposals will be prepared at the sole cost and expenses of the bidder.

2. The RFP does not commit the Agency to select a firm, to pay the cost incurred in preparation of any proposal or to procure or contract for the services described herein.
3. Nothing stated at any time by any representative of the Agency will effect a change in or constitute an addition to this RFP unless confirmed in writing by the Agency.
4. Any person or organization may respond to this Request for Proposals. Joint proposals from multiple firms are welcomed. However, the contract agreement will be made between the Agency and a single lead entity or fiscal agent.
5. Firms submitting proposals must agree to keep confidential the information in their respective proposals.
6. Final selection of the firm or firms to provide the work under this RFP may be made by the Agency's Board of Directors at a public meeting.
7. The firm(s) selected will be required to execute a contract prescribed by the Agency, and to abide by all relevant laws of the District of Columbia and policies of the Agency.
8. Oral presentations, if necessary, will be decided upon and scheduled by the Agency.

Each proposal must be responsive to the RFP and be submitted with the understanding that it will form the basis for the Agency's acceptance of the services to be rendered. Each proposal should be complete as to terms and conditions. Non-responsive proposals may be rejected.

DEADLINE AND RULES OF SUBMISSION

1. Deadline for submission of proposals is no later than 5:00 pm EST, Monday, November 10, 2008.
2. Six (6) hard copies of your proposal must be delivered to the Agency by the deadline. You need submit only one (1) set of the hardcopy samples of comparable publications produced by your firm.
3. The Agency will accept questions regarding this Annual Report RFP only if they are submitted by e-mail to tcopeland@dchfa.org by 5:00 pm EST, Monday, November 3, 2008.
4. If you are considering responding to this RFP, you are advised to send an email with your firm's contact information to tcopeland@dchfa.org as soon as possible. This is to insure that your firm is included on any additional communications pertaining to this RFP during the response period. Be sure to indicate "Annual Report RFP Interest" in the subject line.

Please submit the six (6) copies of your proposal and related information directly to:

Harry D. Sewell
Executive Director
c/o Terri J. Copeland
D.C. Housing Finance Agency
815 Florida Ave., N.W.
Washington, D.C. 20001

All proposal packages should be clearly marked **“Proposal for Production of the 2008 Annual Report”** so that it can be segregated from other mail.

All inquires should be directed to Terri J. Copeland, Public Relations Manager, via e-mail at tcopeland@dchfa.org